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By: Patricia Muir

Patricia Muir

Any fee due as a result of this paper, not covered by an enclosed check, may be charged on Deposit Acct. No. 50-1290.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Ken KUTARAGI et al.

Serial No.: 09/780,995

Filed: February 9, 2001

Title: **IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS  
ADVERTISING SERVER, AND PROGRAM-  
TRANSFERRING MEDIUM FOR REALIZING IN-  
CONTENTS ADVERTISING**

Examiner: Raquel Alvarez

Art Unit: 3622

Confirmation No.: 5881

Attorney Docket No.: 100809-16225 (SCEI 18.302)

February 13, 2006

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the non-final Office Action of November 16, 2005, please amend the subject application as follows: